

Minutes of ENE Awards Steering Group Meeting Friday 6th December 2006, 9.30am – 12.00pm, ENE Offices, Birtley

Present:

Lynne Henderson, Liz Reay, Janis Jones, Carole Blyth, Lynne Storey, Tricia Collins, Helen Fletcher

1) Apologies: Simon Lindsey, Christina Baker

2) Awards Evaluation – Everyone thanked LH for a brilliant evening.

Sponsorship

5K Sponsors confirmed for 2007.

ONE
NEEC
Northern Echo

CITB = 1K

LH has contacted ALL sponsors from last year and is awaiting confirmation.
It was agreed that the FSB be contacted and unless they were prepared to do a lot more marketing etc for the Awards their sponsorship would be 2.5K.

Marketing

ONE have also offered to assist with the marketing of the awards.

It was felt that there weren't enough SME's applying for the awards however, as we have now confirmed funding to work with SME's throughout the whole region this should be remedied. As from January 2007 ENE have a large contract to work with SME's which will involve the website, equal opps training and celebrating equality events. ENE will also be holding conferences in March where we will promote the awards.

ONE also wanted larger employers to be more involved specifically Pat Ritchie of ONE, it was suggested that there should be a category for larger employers who were 'Making a Difference in the Community' – with a criteria that they were removing the barriers employment facing people from one or more of the six strands.

Community groups also needed to be targeted.
Marketing – using sponsors newsletters, existing networks, website.

Also, Karen Bell of Business in the Community (BIC) is involved in the E&D board so will be a useful contact for accessing larger businesses and the communities they work with.

Award winners from previous years should be used as examples of good practice and give other businesses the confidence to apply.

Larger & public organisations could nominate voluntary orgs or SME's.

There needs to be more explanation on what we want from applicants. ENE staff should

offer to go out and meet them.

ONE – Touchstone magazine.

Short listing

As with the marketing there needs to be clarity as to what we want from applicants.

If organisations are nominated then we should offer help to complete forms.

FSB, etc, Business Link have contacts with SME's and we should ask them to speak to new businesses and they could also nominate businesses as they will know if certain businesses are doing well etc.

Previous applicants – good practice should be shared and promoted. Why should businesses apply, what are they going to get if they win, etc.

Categories

People and judges need to understand exactly what's required.

All large orgs include public over 250:-

Looking for what they have done in the North East to help remove the barriers to employment for all, ultimately improving economic and social life within the region.

Training Providers:-

Up to 25

26 - 250

Employers including Private and Voluntary & Community orgs:-

Up to 10

11 – 50

51 – 250

Individuals who have made a difference.

Best Practice of the Year – make it clear that ENE & Judges are choosing the winner so people can't actually apply for it this year.

Judging

Judging - not good more clarity need on form - what we want from judges.

Steering group members all judging – not separate judges.

2007 Awards

The launch date for the 2007 awards is 26th Feb.

Event - No band but have Cultural entertainment at beginning instead.

Info about them on screen, why they won etc, this also needs to be in the brochure.

Possible venues - the Hilton and Newcastle race course. ONE (CB) could possibly get a discount for the Hilton.

Date of the event - Friday the 28th September – Dress will be smart.

8) Date of next meeting

February 2nd, 9.30am, here at ENE offices, Birtley.